**Our On-Page Activities**

1. Perfecting Keyword Research and Targeting
2. Creation of descriptive HTML Title tags with your keyword and Brand – one of the most important factors in SEO
3. Ensure title tag is less than 65 characters including spaces.
4. Ensure description tag is less than 155 characters including spaces.
5. Creation of meta description tags of the page including tagged facts and structured data about the Page.
6. Creation of search engine friendly URL with relevant keyword or phrase with shorter length.
7. Creation of static URL, avoid dynamic URL and session ID
8. Creation of Meta Robots to allow the search engine to index the web page
9. Creation of Meta Keywords Tags although not much considered by search engines.
10. Creation of <Language> meta tag If your site is language-specific.
11. Use Canonical URL Tag  to avoid duplicate content on your site from search engines indexing.
12. Optimization of Global Navigation Link Structure
13. Optimization of Breadcrumb Navigation Links Structure
14. Optimization of Alternative Link Structures
15. Ensure the use of three essential structures in site building i.e sequences, hierarchies, and webs.
16. Decision on percentage of internal links on a page
17. Decision on  link location in Top menu, sidebar and footer.
18. Use of varied  anchor text in Internal linking
19. Decision on number of Internal links within the content.
20. Use of nofollow and dofollow Links
21. Adding some outbound links on a page which has value to your site users.
22. Make analysis of website ability to support browsing by testing it interactively
23. Content optimization
24. Checking Keyword repetition is done within reasonable parameters.
25. Checking Keywords placement on important locations of the page also known as Content Structuring
26. Ensuring optimum keyword density
27. Use of Keyword variations including synonyms, singular and plural forms.
28. Optimizing your sub- titles and proper use of header tags H1, H2 and H3
29. Creating keyword prominence, frequency and proximity
30. Use of Hyphens or underscore in keyword separation.
31. Use of image title and an “Alt tag”.
32. Creating image name with your keyword or pharase
33. Using a Keyword in bold/strong
34. Use on the targeted keyword term/phrase in Italic/Emphasized
35. Avoid Using frames
36. If flash used do add the additional description in text.
37. Proper use of Java script as search engine cannot index content in Java script
38. Ensure proper site accessibility
39. Ensure IP address is not blacklisted
40. Check For broken links, 404 errors and dead links
41. Creation of Sitemaps in text, HTML, RSS, ROR and XML
42. Creation and Validation of Robots.txt File
43. Creation of 310 and 302 redirection by using .htaccess file
44. Optimizing your 404 page
45. W3C css validation, checking your cascading style sheets (css) and (x)html documents with style sheets
46. Google Analytics Account Set
47. Create RSS feed and display RSS feed on website
48. Create and Manage Google, Bing and Yahoo Webmaster Tool
49. Google page speed test to evaluates the performance of web pages
50. Google video sitemap generator